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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/837,497	04/18/2001	Hongyi Zhou	17698	7892
23676	7590	11/13/2007	EXAMINER	
SHELDON MAK ROSE & ANDERSON PC			DADA, BEEMNET W	
100 East Corson Street			ART UNIT	PAPER NUMBER
Third Floor			2135	
PASADENA, CA 91103-3842			MAIL DATE	DELIVERY MODE
			11/13/2007	PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/837,497	ZHOU, HONGYI	
	<b>Examiner</b>	<b>Art Unit</b>	
	Beemnet W. Dada	2135	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

1)  Responsive to communication(s) filed on 26 September 2007.

2a)  This action is **FINAL**.                    2b)  This action is non-final.

3)  Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

4)  Claim(s) 1-12 is/are pending in the application.  
4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.

5)  Claim(s) \_\_\_\_\_ is/are allowed.

6)  Claim(s) 1-12 is/are rejected.

7)  Claim(s) \_\_\_\_\_ is/are objected to.

8)  Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

9)  The specification is objected to by the Examiner.

10)  The drawing(s) filed on \_\_\_\_\_ is/are: a)  accepted or b)  objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)  The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)  Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a)  All    b)  Some \* c)  None of:  
1.  Certified copies of the priority documents have been received.  
2.  Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
3.  Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

1)  Notice of References Cited (PTO-892) 4)  Interview Summary (PTO-413)  
2)  Notice of Draftsperson's Patent Drawing Review (PTO-948) Paper No(s)/Mail Date. \_\_\_\_.  
3)  Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date 5)  Notice of Informal Patent Application  
6)  Other:

### **DETAILED ACTION**

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 09/26/07 has been entered. Claims 1 and 6 have been amended. Claims 1-12 are pending.

#### ***Response to Arguments***

2. Applicant's arguments filed 09/26/07 have been fully considered but they are not persuasive. Applicant argues that the combination of Hertzog publication and the Celik patent fail to teach "transmitting at the registration user's initiation, selected web card information of a particular privacy control level with an authorization code to other users ... and ... generating a corresponding web card of the individual user to the other user once the authorization is confirmed" as indicated in claims 1 and 6. Examiner disagrees.

Examiner would point out that, Hertzog (US 2003/0069874) teaches transmitting, at the registration user's initiation, selected web card information of a particular privacy control level to other users (i.e., publishing virtual cards and sub-sets of fields of personal information are also published to respective users, paragraph 74) and generating a corresponding web card of the individual user to the other user once the authorization is confirmed (i.e., virtual card, paragraphs 176-177). Furthermore, Celik (US 6,374,259) teaches a means of personal information management with privacy control (abstract) including transmitting an authorization code to others with the web card information (i.e., unique identifier col 4, lines 9-19). Examiner

further point out that the art on record teaches the claim limitations as indicated in the rejection below and therefore the rejection is respectfully maintained.

***Claim Rejections - 35 USC § 103***

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 1-6, 9 and 12 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hertzog et al (hereinafter Hertzog), US Publication 2003/0069874, in view of Celik, US Patent 6,374,259.

5. As per claims 1 and 6, Hertzog discloses a means of controlling privacy in a personal web card system (abstract) comprising:

- a) storing a set of web card information of each individual user of the web card system (paragraph 70);
- b) determining privacy control levels of the web card information of the individual user as selected by the individual user (paragraph 73);
- c) transmitting, at the registration user's initiation, selected web card information of a particular privacy control level to other users (paragraph 74);
- d) storing a table of authorized names of the other users for each level of privacy control (paragraphs 88 and 92);

- e) looking through the table of authorized users' names when any of the other users conducts a search (category tables fig 25 and paragraph 176);
- f) means for generating a corresponding web card of the individual user to the other user once the authorization is confirmed (virtual card, paragraphs 176177).

Hertzog does not explicitly teach transmitting an authorization code with the selected web card information to other users. Celik discloses a means of personal information management with privacy control (abstract) including transmitting an authorization code to others with the web card information (unique identifier (col 4, lines 9-19).

Both Celik and Hertzog disclose a means of information management with privacy control. It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to combine the authorization code of Celik within the system of Hertzog because it would have increased security by only allowing those with correct authorization codes to view personal data.

6. As per claim 2, Hertzog-Celik discloses the claimed limitations as described above 9 see claim 1). Hertzog further discloses wherein means for storing the web card information is part of said database (paragraph 77).

7. As per claim 3, Hertzog-Celik discloses the claimed limitations as described above (see claim1). Hertzog further discloses wherein means for storing a table of authorized names is part of said database (paragraph 77).

8. As per claim 4, Hertzog-Celik discloses the claimed limitations as described above (see claim 1). Hertzog further discloses wherein said means of determining privacy control levels and

means for looking through the table of authorized user names forms portions of a privacy control unit (client services module, paragraph 176).

9. As per claim 5, Hertzog-Celik discloses the claimed limitations as described above (see claim 1). Hertzog further discloses wherein means for transmitting selected web card information and means for generating a corresponding web card are part of said search engine (paragraph 110-111).

10. As per claim 9, Hertzog-Celik discloses the claimed limitations as described above (see claim 6). Hertzog further discloses at least three versions of web cards corresponding to at least three levels of privacy control of issuance of the web cards (subsets of the information fields as constituting respective virtual cards, paragraphs 72-78).

11. As per claim 12, Hertzog-Celik discloses the claimed limitations as described above (see claim 6). Hertzog further discloses the web card system will transmit from time to time all personal information to other selected and designated users of such information, respectively, in accordance with the authorization given to these users (synchronization, paragraphs 52-53 and 82).

12. Claims 7-8 and 10-11 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hertzog et al (hereinafter Hertzog), US Publication 2003/0069874, in view of Celik, US Patent 6,374,259, and further in view of McCulligh, US Patent 6,643,784.

13. As per claim 7, Hertzog-Celik discloses the claimed limitations as described above (see

claim 6). As for wherein said search server includes a privacy control unit, that determines the status of a searcher who submits a search query, Herzog discloses registered and unregistered users (paragraphs 101-102) and therefore such a determination of the status of a searcher is inherent to Herzog. As for automatically giving the searcher a security code if the searcher is determined as a first time searching a predetermined registered user, Herzog discloses registered and unregistered users wherein registered users must submit a username and password for authentication (paragraph 62) Such automatic generation of a security code (password) during user registration or initial user of an application is well known in the art, as suggested by McCulligh (col 5 ln 36-50).

Both McCulligh and Herzog-Celik disclose a means of using accessing an application through use of a username and password. It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to combine the automatic generation of McCulligh within the Herzog-Celik combination because it would have increased convenience of the user by such automation of steps. Furthermore, such system generated passwords are well known in the art to be more secure than user entered passwords.

14. As per claim 8, Herzog-Celik discloses the claimed limitations as described above (see claim 7). Herzog further discloses wherein said privacy control unit will look through the table of authorized user's names to device which level of privacy control is given to the searcher, and then the server will generate a corresponding web card to the searcher (paragraphs 176-177).

15. As per claim 10, Herzog-Celik discloses the claimed limitations as described above (see claim 7). As for the three version cards being simplified version card for unknown searchers or searchers given limited authorization, and a regular version card for regular social and working

contacts, and a detailed version card for family and close friends, Herzog discloses different version cards for different privacy levels as chosen by a user (paragraph 72) and therefore such version cards.

16. As per claim 11, Herzog-Celik discloses the claimed limitations as described above (see claim 7). As for a fourth version web card for emergency information including at least health, medical, insurance, and legal matters, Herzog discloses publishing personal information. Emergency information including at least health, medical, insurance, and legal matters are well known in the art to be a type of personal information. As for a fourth version web card, Herzog discloses means of creating different version web cards based on different information chosen by the user. One of ordinary skill in the art at the time of the applicant's invention would have recognized such a fourth version web card through the Herzog-Celik combination.

### ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Beemnet W. Dada whose telephone number is (571) 272-3847. The examiner can normally be reached on Monday - Friday (9:00 am - 5:30 pm).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kim Y. Vu can be reached on (571) 272-3859. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Beemnet W Dada

November 07, 2007



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TECHNOLOGY CENTER 2135